

# Communication for Sustainable Development: Biodiversity Action Days, the Climate Change and Land Degradation Agendas



*Reception hosted by  
SCBD, MET/GIZ*

**Friday, 20 September  
2013  
18:15 – 19:30  
RIO PAVILLION**



Throughout history, our planet has experienced changes in climate, biological diversity and landscapes. The change has been gradual, allowing nature to adapt. Today however, human pressure is giving rise to more rapid climate change, loss of biodiversity as well as land degradation. The key role of biodiversity in the well-being of people and the health of the planet has long been undervalued and poorly understood. To address this issue the Secretariat of the Convention on Biological Diversity (SCBD) has partnered with the German Government since 2001 to communicate these linkages and promote biodiversity action days in developing countries around the world. From the beginning, the German magazine renowned GEO has been a committed media partner for national and global outreach.

In 2013 ecosystems in more than 14 countries have been portrayed in a GEO supplement illustrating the interdependencies between biodiversity, climate change and, in several cases, land degradation. But the aim of this cooperation is to illustrate ideas and projects to constructively address what is often seen as a vicious circle. One impressive example of the relationship between climate change, biodiversity transformation and land degradation comes from Namibia, the host country of UNCCD COP 11.



Framed by brief expert's inputs on approaches for communication for sustainable development, this side event will focus on the **Namibian Biodiversity Action Day** held in June 2013 at the **Gobabeb Desert Research Station**, located at the juncture of the gravel plains, the periodical river Kuiseb and the Namib. The GEO magazine supplement with portraits of all biodiversity action day 2013 will also be presented and shared at the reception.

## Presenters:

Dr. Konrad Uebelhör, *GIZ-Teamleader, (BMCC), Namibia*

David Ainsworth, *Information Officer, SCBD*

Suhel al-Janabi, *Director, GeoMedia Consulting*

Juliane Zeidler, *Chair, IUCN Commission on Education and Communication*

Jens Schröder, *Deputy Editor in Chief, GEO Magazine, Germany*

Dr. Mary Seely, *former Executive Director Gobabeb Research & Training Centre*

Annegret al-Janabi, *Councilor for Cooperation, German Embassy, Namibia*

**Hon. Uahekua Herung, Minister of Environment and Tourism, Namibia**

 **Finger food and drinks provided!**